



# PROGRAM NEWS

This is a bi-monthly newsletter  
and is downloadable from  
<http://www.healthyfamilies.ca.gov>

## VOLUME 14, ISSUE 3

**June 2008**

*A publication providing information  
and items of interest to California  
Healthy Families and Medi-Cal  
Enrollment Entities, Certified  
Application Assistants, families,  
and participating plans.*

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If you have a story idea you would like  
to share or comments about this  
newsletter, please contact us.

EE/CAA Help Desk  
1-800-279-5012

Email  
[hfnewsletter@maximus.com](mailto:hfnewsletter@maximus.com)

Website  
[www.healthyfamilies.ca.gov](http://www.healthyfamilies.ca.gov)

## Open Enrollment 2008

Each year, the Healthy Families Program (HFP) allows families to change health, dental, and vision plans for any reason. This is called "Open Enrollment." Open Enrollment (OE) normally begins on April 15<sup>th</sup> and ends on May 31<sup>st</sup>. But for this year, OE will start at a later date.

### *Why is OE delayed?*

OE is delayed because we are still deciding which plans are going to be available in each county and zip code area.

### *When will OE happen this year?*

There will be an OE period this year, but it will happen later. We will notify all families when OE happens. The HFP will send a packet to each family that lists their health, dental, and vision plans choices.

### *What if member wants to change plans now and cannot wait?*

Members are eligible for a plan transfer once within three months from initial enrollment. If this is the case, they can call the HFP to request a plan transfer at 1-866-848-9166, Monday through Friday, 8:00 a.m. to 8:00 p.m., or on Saturday, 8:00 a.m. to 5:00 p.m. The call is free. Members can also send a written request to Healthy Families, P.O. Box 138005, Sacramento, CA 95813-8005 or send a fax to 1-866-848-4974.

The HFP will process the transfer request. The member will receive a letter telling them if their transfer request is approved and, if so, the date coverage with the new plan begins.

### *What if the member cannot establish a good relationship with the plan?*

Plan transfers can only be made once within the first three months of initial enrollment or during OE. If the member cannot establish a good relationship with the plan, they may send a letter to the Managed Risk Medical Insurance Board (MRMIB), P.O. Box 2769, Sacramento, CA 95812-2769. Or, the member may send the letter by fax to 1-916-327-9661. MRMIB will process the request and will let the member know if the transfer is approved.

## New Application Assistance Payment Available for Enrollment Entities

The Application Assistance Reimbursement Program has been providing payments to Enrollment Entities (EEs) since July 2005. Currently, EEs receive reimbursement payments when an assisted application results in children being enrolled in the Healthy Families Program (HFP) or Accelerated Enrollment (AE) at the initial application. In addition, EEs receive reimbursement if an assisted Annual Eligibility Review (AER) results in children continuing with the HFP for another year.

Now, EEs will receive a payment when an assisted AER results in children having income below the HFP guidelines. EEs will receive \$50 for each assisted AER resulting in children having income below the HFP. If one child in a case is eligible for HFP and another child in the same case is eligible for Medi-Cal, the EE will receive \$100 (one \$50 payment for the child qualifying for HFP and another \$50 payment for the child determined income too low for HFP).

The first set of "Income Too Low at AER" reimbursement payments will be sent to EEs in July 2008. The new AER payments will also be retroactive to January 1, 2007. This means that any assisted AERs received by the HFP on or after January 1, 2007, where the child's income was too low for the HFP will result in payments to the EE.

For more information on the criteria for the Reimbursement Program, see the HFP website at [http://www.healthyfamilies.ca.gov/English/caa/caa\\_reimbursement.htm](http://www.healthyfamilies.ca.gov/English/caa/caa_reimbursement.htm).

### Contribute to the EE/CAA Newsletter

If you have a story idea, correction, or concern about anything you read here, please contact us at [hfnnewsletter@maximus.com](mailto:hfnnewsletter@maximus.com).

## Changes to Health-e-App

In the April 2008 Healthy Families Program (HFP) newsletter, we told you about changes to the joint Healthy Families and Medi-Cal for Families paper application. Very soon, HeApp will also be changing to match the paper application.

Some of the important changes you will find in HeApp are:

- New questions on multiple births for pregnant women
- New question about family members with disabilities living in the home
- Removal of the previous application's question 16 which allowed families to opt out of Medi-Cal or the Healthy Families Program

In order to make the needed changes, HeApp will be unavailable for a short period of time. A HeApp blast will be sent to let you know the dates and times that the system will off-line.

You can print out the new application from the HFP website at <http://www.healthyfamilies.ca.gov>. You can also download the Materials Order Form to order bulk supplies of the new joint Healthy Families and Medi-Cal for Families paper application and Healthy Families Handbooks at <http://www.healthyfamilies.ca.gov/English/caa/marketing.htm>.

For help with filling out the new joint application, please review "Chapter 8: Application Completion Instructions 2007" in the CAA Reference Manual on the HFP website at [http://www.healthyfamilies.ca.gov/English/caa/pdfs/manual/08\\_Application\\_Completion\\_2007.pdf](http://www.healthyfamilies.ca.gov/English/caa/pdfs/manual/08_Application_Completion_2007.pdf). For help with HeApp, call the HeApp Helpdesk at 1-866-861-3443, Monday through Friday, 8:00 a.m. to 8:00 p.m. or Saturday, 8:00 a.m. to 5:00 p.m., or send an email to [HFHeA@MAXIMUS.com](mailto:HFHeA@MAXIMUS.com).

# What is a Certified Application Assistant (CAA)?

By Jacinto Perez

I am a CAA and I am  
Caring,  
Attentive, and  
Available.

I recently had the honor of speaking at the 1<sup>st</sup> Annual State-wide CAA Conference held on April 3, 2008, in beautiful San Diego. I spoke about effective outreach strategies (or at least strategies that have been effective for me).

One of the first things I mentioned was how we “look” at community outreach events:

- Do we have a nice set up?
- Do we have enough giveaways?
- Is our tablecloth on straight?

All this is fine and can be part of a highly effective outreach strategy. However, if you look good but don’t get your message across, how effective are you?

I have found the most effective outreach strategy is a good, clear message. The message in this case is about Healthy Families and Medi-Cal. *Be as knowledgeable as you can and be prepared to answer all questions.*

As CAAs, we have the power to change a person’s life. Children who would otherwise not see a doctor because they don’t have health insurance can now get the health care they need. Hopefully, these children will grow up to be healthy adults who see the value of these programs and have healthy children of their own. This cycle can lead to healthier communities.

All communities are different. It is very important as a CAA to know and understand your community. In most cases, knowing the “pulse” of your community will make you a highly effective outreach strategist. You can reach out anytime, anywhere, and to anyone. *Be that person!* The person people will look at you and say, “Hey, there’s that Healthy Families person! What a great program.” Be the face of something good. Get out there! Have fun and enjoy yourself! You have the power to change lives!

Keep up the good work, my fellow CAAs.



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Jacinto Perez has been a Certified Application Assistant for eight years. He currently works at The Imperial Beach Health Center in Imperial Beach, California. He can be reached by phone at 1-619-429-3733, extension 563.

## Automatic Credit Card Payment Method

In the summer of 2007, the Healthy Families Program (HFP) began offering families the choice of paying their premiums through monthly automatic credit card payments. Since this option became available, over 15,000 families have signed up for this monthly service! Applicants can sign up to make monthly automatic credit card payments through the Remote Payments Online Service at <https://payments.bankofamerica.com/epaybill/StartAction.do?calhfp>. A link to the Remote Payments Online Service can also be found on the HFP website home page at [www.healthyfamilies.ca.gov](http://www.healthyfamilies.ca.gov). Those that want to sign up by phone can call 1-877-267-3729 to enroll in the monthly automatic credit card payment service. In addition to giving families a way to make sure their premiums are paid on time each month, all applicants using the monthly automatic credit card payment method will receive a **25% discount** on their HFP premiums.

Applicants also have the option to make a one-time payment with a Visa or MasterCard. These one-time payments can also be made online through the Remote Payments Online Service at <https://payments.bankofamerica.com/epaybill/StartAction.do?calhfp>. One-time payments can be made over the phone as well by calling 1-888-256-6167. (Please note that the phone number for making a one-time payment is different than the number for enrolling in monthly automatic credit card payments.) Since last summer, about 14,000 more families each month enjoy the ease of making one-time credit card payments online.

When making a one-time payment or signing up for monthly automatic payments either online or over the phone, subscribers will need to have their Family Member Number (FMN) and the check digit number found on the front of their HFP billing statement. Both toll-free numbers and the online service are available 24 hours a day, 7 days a week.

The HFP is excited to see these payment methods being used by such a large number of applicants! Please tell your families about the advantages of these payment options!

## When is the best time to call?

Applicants looking to receive the fastest access to the HFP Call Center (1-866-848-9166) should try calling during non-peak times:

Good....Weekdays after 11:00 a.m.

Better...Weekdays after 6:00 p.m.

Best.....Saturdays 8:00 a.m. to 5:00 p.m.

The Call Center is open Monday to Friday, 8:00 a.m. to 8:00 p.m. and Saturday, 8:00 a.m. to 5:00 p.m.

## DRA Outreach

The Department of Health Care Services (DHCS) has created a poster and three fliers as part of the outreach plan for the Federal Deficit Reduction Act (DRA) citizenship and identity requirements. The poster is 14" x 20" in size and is available in 13 languages (Arabic, Armenian, Chinese, English, Farsi, Hmong, Khmer, Korean, Laotian, Russian, Spanish, Tagalog, and Vietnamese). It informs the public about new proof of citizenship and identity requirements for Medi-Cal.

The fliers are available in the same 13 languages listed above and provide information on three topics:

1. *Medi-Cal Requires Proof of Citizenship and Identity for U.S. Citizens and Nationals* – provides general information about DRA requirements
2. *Medi-Cal Requires Proof of Citizenship and Identity for Children Who Are U.S. Citizens or Nationals* – provides general information about DRA affect on children

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# Connecting Kids Program Ends

The Connecting Kids to Healthcare Through Schools Program has been helping schools and school districts throughout California promote the enrollment of children and youth into healthcare plans since 2003. Sadly, the Connecting Kids Program came to an end on April 30, 2008. We would like to thank The David and Lucille Packard Foundation for their continued support and funding of the Connecting Kids Program for the past five years. We would also like to recognize Judith Torres, Education Coordinator for the Connecting Kids Program. Ms. Torres has been instrumental in working with school staff to promote healthcare education and support school-based outreach.



The Managed Risk Medical Insurance Board (MRMIB), through existing staff resources, will continue to support some of the school outreach tools that were previously available through Connecting Kids. These tools include the Request for Information (RFI) “Good News About Health Coverage” flyers, Parent Information Flyer, and collateral materials. For more information on continuing school outreach, please go to the MRMIB website at [www.mrmib.ca.gov](http://www.mrmib.ca.gov). If you have questions on school outreach, please contact Mr. Brian O’Hara by e-mail at [BO’Hara@mrmib.ca.gov](mailto:BO’Hara@mrmib.ca.gov) or by phone at 1-916-322-8815.

Our appreciation goes out to schools, school districts, county offices of education, and community-based organizations who have taken an active role in promoting the State’s healthcare coverage programs to parents throughout California. We would like to send our sincere thanks for your continued support in helping children access healthcare information. You have helped us to achieve our common goal of providing healthcare coverage to uninsured children, which helps them grow into knowledgeable, competent, healthy adults able to reach their full potential. We believe that the Healthy Families, Medi-Cal for Families, and Healthy Kids Programs play important roles in achieving this goal. Once again, thank you for your efforts and continued support.

## Did You Know...

Health-e-App provides an online listing of medical professionals in a child’s zip code area, along with mapping information?? To sign up for Health-e-App call 1-866-861-3443!

## DRA Outreach

*Continued from page 4*

3. *Changes in Medi-Cal Citizenship and Identity Requirements for U.S. Citizens and Nationals* – explains how DRA affects the benefits of applicants and beneficiaries

Instructions for ordering posters and a poster order form are available on the DHCS DRA website at <http://www.dhcs.ca.gov/services/medi-cal/Pages/DRA.aspx>. The English and Spanish version of the poster can also be viewed online. The three fliers can be downloaded in all 13 languages directly from this website for printing and distribution.